

# **MEETING AGENDA**

**Making Weight Loss Everybody's Business:  
A Special Meeting of the California State Legislative Task Force on Diabetes and Obesity  
October 8, 2008  
Johnson & Johnson Diabetes Institute, Milpitas, Calif.**

Time	Subject	Speaker
9:00 AM	<b>Continental Breakfast</b>	
9:30 AM	<b>Welcome</b>	<b>Cliff McIntosh</b> President Johnson & Johnson Diabetes Institute
9:40 AM	<b>Introduction</b>	<b>Assemblyman Joe Coto</b> California State Assembly
9:50 AM	<b>Making Weight Loss Everybody's Business – Role of the Employer</b>	<b>David Blackburn, MALD</b> Executive Director Nutrition & Health Partnership
10:10 AM	<b>The Costs of Obesity to Society and the Employer</b>	<b>Anne Wolf, MS, RD</b> Instructor of Research Department of Public Health Sciences University of Virginia School of Medicine Charlottesville, Virginia
10:30 AM	<b>Strategies to Promote Healthy Eating and Active Living</b>	<b>Pat Crawford, Dr. PH, RD</b> Co-Founder and Director Dr. Robert C. and Veronica Atkins Center for Weight & Health Cooperative Extension Nutrition Specialist Adjunct Professor, Department of Nutritional Sciences & Toxicology School of Public Health University of California, Berkeley
10:50 AM	<b>Coffee Break</b>	
11:10 AM	<b>Case Study: Johnson &amp; Johnson Health &amp; Wellness Program</b>	<b>Susan Tierman, MD</b> North American Medical Director for Global Health Johnson & Johnson
11:30 AM	<b>Case Study: Mayo Clinic – Attacking the Obesity Epidemic</b>	<b>Kerry Olsen, MD</b> Consultant & Professor Department of Otolaryngology – Head and Neck Surgery Medical Director, Dan Abraham Healthy Living Center The Mayo Clinic  <b>Beth Warren, MBA</b> Director Dan Abraham Healthy Living Center Mayo Clinic
12:00 PM	<b>Panel Discussion of Presenters</b>	<b>MRC Greenwood, PhD</b> Director, Foods for Health Initiative, UC Davis Chancellor Emerita, UC Santa Cruz Distinguished Professor of Nutrition & Internal Medicine University of California, Davis
12:20 PM	<b>Lunch</b>	
1:00 PM	<b>Discussion: Policy Issues and Legislation</b>	<b>All</b>
2:00 PM	<b>Summary and Closing</b>	<b>Assemblyman Joe Coto</b> California State Assembly